


SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT No. 410308

1. THE NAME OF THE CANDIDATE IS: Anitere Flores
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF ~~HOUSE~~ Senate in
the ☒ Primary Election, ☐ General Election, or ☐ Special Election. Florida District
39
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Florida Republican Senatorial Campaign
Committee
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Abby Dupree
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Ruben Machado
Name
Santana Media 
Address
305 639 8422
Phone Number
12030 SW
129th Ct
Suite 202
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:
Abby Dupree

* The Treasurer is often the only top officer of a Candidate Committee.

ORDER



WPLG, INC.

Sara Reynolds-Political

MIA

LOC

Orders
Order / Rev: 410308
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 11/03/16 - 11/08/16
Original Date / Rev: 11/02/16 / 11/02/16
Order Type: GENERAL

Primary AE:
Sales Office:
Sales Region:

Agency Name: Santana Media
Buying Contact:
Billing Contact:
 12030 SW 129th Court
 Miami, FL 33015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Anitere Flores Senate District 39
Demographic: A25-54
Product Codes: PL-Local-Political
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	13	\$25,700.00	\$21,845.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	13	\$25,700.00	\$21,845.00	0.00
Totals	13	\$25,700.00	\$21,845.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sara Reynolds-Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPLG	11/03/16	11/03/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	---1---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---1---		1				\$2,500.00		0.00			
N 2	WPLG	11/03/16	11/03/16	M-F 7-9a GMA Good Morning America M-F	CM	7-9am (8:30 AM-9:00 AM)	---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---1---		1				\$3,000.00		0.00			
N 3	WPLG	11/04/16	11/04/16	M-F 10-11a Live/Kelly 9/12 Live/Kelly 9/12	CM	10-11a	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1				\$1,000.00		0.00			
N 4	WPLG	11/05/16	11/05/16	Sat 9a LCL 10 News Local 10 News Saturday @ 9am	CM	9-10:30am (10:00 AM-10:30 AM)	-----1-	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1-		1				\$1,700.00		0.00			
N 5	WPLG	11/06/16	11/06/16	Su GMA Su GMA	CM	8-9am (8:30 AM-9:00 AM)	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$3,000.00		0.00			
N 6	WPLG	11/03/16	11/04/16	M-F 1135-1238a Kimme Kimmel	CM	1135-1238a	---11--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---11--		2				\$1,500.00		0.00			

Order / Rev: 410308
Alt Order #:
Flight Dates: 11/03/16 - 11/08/16

Advertiser: POL/Anitere Flores Senate District 39
Product Desc:
Estimate:

WPLG, INC.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WPLG	11/07/16	11/08/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	11-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/07/16	11/13/16	11-----		2			\$2,500.00			0.00			
N 8	WPLG	11/08/16	11/08/16	M-F 7-9a GMA Good Morning America M-F	CM	7-9am (8:30 AM-9:00 AM)	-1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/07/16	11/13/16	-1-----		1			\$3,000.00			0.00			
N 9	WPLG	11/07/16	11/08/16	M-F 10-11a Live/Kelly 9/11 Live/Kelly 9/12	CM	10-11a	11-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/07/16	11/13/16	11-----		2			\$1,000.00			0.00			
N 10	WPLG	11/07/16	11/07/16	M-F 1135-1238a Kimme Kimmel	CM	1135-1238a	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/07/16	11/13/16	1-----		1			\$1,500.00			0.00			
Totals														13	\$25,700.00